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BOOK REVIEWS AND NOTICES

Der Bourgeois: zur Geistesgeschichte des modernen Wirtschaftsmenschen. By WERNER SOMBART. Leipzig: Duncker u. Humblot, 1913. 8vo, pp. vii+540. M. 12.

In the words of the Preface, the purpose of the volume is to supply what has been wanting in the many characterizations of the spirit of modern business hitherto offered, in that it aims to set forth the historical foundations of this spiritual development that comes to a head in the temper and working of the business community. And it is perhaps needless to say that the author achieves this purpose with the thoroughness, sincerity, and felicitous presentation that has come habitually to be expected of him. As in Professor Sombart's earlier work on the development of capitalistic business, so here also the attention centers on the case of the German community, but with rather more detailed consideration given to outside and related lines of economic history than has been the case in his earlier studies in this field.

Wise with the insight born of scholarly impartiality and long familiarity with his subject-matter, Professor Sombart tells his readers:

Ein bestimmter Geist "herrscht" zu einer Zeit dann, wenn er überhaupt eine weite Verbreitung hat, er herrscht vor, wenn er die wirtschaftlichen Handlungen der meisten Wirtschaftssubjekte bestimmt. Gegen eine solche Annahme eines "herrschenden" oder "vorherrschenden" Geistes wird nur der Eigensinn oder der Unverstand geltend machen, dass in dieser selben Zeit auch Individuen gelebt haben, die anders orientiert, mit einem anderen Wirtschaftsgeiste erfüllt waren.

For our own time this dominant spirit is the spirit of business enterprise, the "capitalistic" spirit. English-speaking students might perhaps prefer to say that the affairs of any modern community are in the last resort guided by business principles, or by the principles enforced by the price system.

For its beginnings the history of this "capitalistic" spirit runs back into the prehistory of the Western peoples, taking its rise in the primordial struggle for wealth that comes in sight in the earliest antiquities of the Western world—*die Gier nach Gold und Geld*. The first item of documentation offered on this head (pp. 29-30), a passage from *Völuspá*, is

not altogether fortunate, in that it is drawn from Wolzogen's sophistication of the text rather than on the indubitable meaning of the original. No particular mischief results in this instance, it is true, but the incident may serve to call to mind that even a widely informed and intelligent scholar need be cautious in the documentary use of detailed passages taken at second hand.

With the advent of the "money-economy" and its fuller unfolding into a price system the lust after wealth and gold takes on the specific form of a love of money, and when this is associated with the bourgeois virtues that have come to shape the ethics of economic relations in later time, the product is the investing capitalist undertaker, or more simply the business man as we know him. These virtues that enter into the composition of a business man are well set out in Benjamin Franklin's tabulation: moderation, reticence, orderliness, resolution, economy, diligence, truthfulness, honesty, temperance, cleanliness, equanimity, chastity, modesty. These traits characteristic of the "desirable citizen" when backed up by and pervaded with an unfailing love of gain, give us the business man as he functions in the conduct of economic affairs in the modern world. It is the spirit of conservative enterprise so indicated, therefore, that dominates the concerns of the nations comprised in the world of the Western culture. This spirit, it will doubtless be noted, is typically self-centered, not to say unmitigatedly self-seeking; but it is a spirit of self-realization conventionalized in terms of pecuniary gain.

The sources from which this capitalistic spirit is derived are dealt with in the second of the two books into which the volume is divided. These sources, or lines of derivation, are exceedingly many and various, but in the author's view they fall conveniently under three distinctive captions: (1) the biological origins (*Grundlagen*); (2) the moral factors (*sittliche Mächte*); and (3) the social conditions—comprising among the latter also the conditioning circumstances imposed by the growth of capitalism itself. Of the three categories the first-named is doubtless the most characteristic, at the same time that its contents are the least valuable of the three. The analysis of cause and effect under captions 2 and 3 is carried out in Professor Sombart's best and most engaging manner and is calculated to bring light and order into a great volume of materials that have hitherto not had reasonable attention from students of the business situation; but the same is scarcely to be said for this earlier section on the biological origins. Unfortunately, the author has gone into this biological domain armed with latter-day conceptions of the transmission of racial characteristics, coupled with antiquated notions

of racial identity; and the result is more picturesque than instructive. Quite uncritically, linguistic and national frontiers are accepted as marking racial distinctions, and therefore as marking distinct lines of inheritance. So, Celts, Franks, Friesians, Highlanders, Saxons are dealt with as distinctive racial stocks carrying each and severally a distinctive strain of spiritual endowment which by indefeasible heredity fits or unfits each for business enterprise; all the while overlooking the fact that none of these, or of the other peoples cited by Professor Sombart as illustrative instances, are racial groups, but only social groups made up out of the same range of racial elements combined in approximately the same proportions. It is true the author himself recognizes (p. 281) that his exposition of capitalistic heredity may not find general acceptance, and with good reason remarks that its rejection will in no way diminish the substantial value of the rest of his discussion.

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Advertising: Its Principles and Practice. By HARRY TIPPER, HARRY L. HOLLINGWORTH, G. B. HOTCHKISS, and FRANK A. PARSONS. New York: The Ronald Press, 1915. 8vo, pp. xi+575. \$4.00.

The enormous complexity of advertising as a factor in modern distribution is being grasped only very slowly.

Advertising is essentially a part of selling. But this statement by no means gives even the remotest idea of how complicated its effect is upon the selling process. The complexity of advertising is best illustrated by the variety of angles from which it has been approached in written treatments or discussions. The psychology of advertising, for example, has formed an alluring and profitable field for the experimental psychologist. Again, the mechanics of copy construction has been dealt with by artists and by grammarians and rhetoricians. The statistician again has approached the subject as being chiefly a matter of market analysis reducible to a numerical basis. Economists also have approached the subject as if it were primarily a matter of economics and only incidentally concerned with any of the other sciences.

The book which we have under consideration represents the first serious attempt to secure close collaboration between authorities in several fields for the purpose of producing a single volume on this subject. A professor of English, a professor of psychology, an advertising